Appl. No. 10/020,585
Amdt. dated January 24, 2006
Reply to Office Action of October 25, 2005

Atty. Ref. 83365.0001
Customer No. 26021

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) An information delivery system, comprising:

a computer terminal; and

an information provider server,

wherein said computer terminal and said information provider server are connected with each other via a network;

said information provider server transmits content having an information receiving program or a tag for the information receiving program to said computer terminal in response to being accessed by said computer terminal; and

said computer terminal accesses a predetermined server via a network, and automatically retrieves and displays delivery information, in the case where, after said computer terminal displays the received contents as display information, it is judged that an entering operation is not executed for said content displayed as display information for a predetermined period of time by said information receiving program or the information receiving program obtained by the tag, and again displays the received contents as display information when said entering operation is executed.

2. (Original) The information delivery system according to claim 1, further comprising:

an information delivery server connected to the network,

wherein said information delivery server provides the delivery information in response to being accessed by said computer terminal.

3. (Currently amended) An advertisement delivery system for automatically delivering advertisements to a viewer computer terminal via a network, comprising;

an information receiving program embedded in an HTML formatted content which is obtained by the viewer computer terminal via the network,

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wherein advertisement information, which is delivered in response to access by the viewer computer terminal, is displayed on a screen of the viewer computer terminal in the case where it is judged that an entering operation is not executed for said HTML formatted content obtained by the viewer computer terminal via the network for a predetermined period of time by said information receiving program, and switched back to said HTML formatted content when said entering operation is executed, after the HTML formatted content having said information receiving program embedded is displayed on the viewer computer terminal.

4. (Original) The advertisement delivery system according to claim 3, wherein said information receiving program received via the network is embedded in the HTML formatted content, based on tag information provided in the HTML formatted content obtained by the viewer computer terminal.

5. (Original) The advertisement delivery system according to claim 3, wherein said information receiving program itself is embedded in the HTML formatted content, in any one case of a case where the HTML formatted content passes through a relay server for relay of a server providing the HTML formatted content, and a case where the HTML formatted content passes through a provider for providing the viewer computer terminal with a connecting service.

6. (Original) The advertisement delivery system according to claim 3, wherein the information receiving program is embedded based on tag information which is embedded in the HTML formatted content on a relay server for relay of a server providing the HTML formatted content, or based on tag information which is embedded in the HTML formatted content at the time the HTML formatted content passes through a provider, the provider providing the viewer computer terminal with a connecting service.

7. (Currently amended) An information delivery program delivered according to a Web page obtained via a network and displayed on a computer, causing a computer to execute:

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an entering operation judgment function for judging that an entering operation by a user is not executed for said Web page obtained via the network and displayed on a computer for a predetermined period of time under a condition that a said Web page obtained via a ~~a~~ the network is displayed;

a content obtaining function for obtaining content from a predetermined server via the network in the case that it is judged that the entering operation by a user is not executed by said entering operation judgment function; and

a content display function for displaying the content obtained by said content obtaining function, wherein

said Web page obtained via the network is displayed again when it is judged that the entering operation by said user is executed.

8. (Original) The information delivery program according to claim 7, wherein the content is displayed in place of the displayed Web page in said content display function.

9. (Previously presented) The information delivery program according to claim 8, causing a computer to further execute a display restart function for restarting display of the Web page in the case where a predetermined entering operation is executed by a user, after the content is displayed in place of the displayed Web page by said content display function.

10. (Original) The information delivery program according to claim 7, causing a computer to further execute:

a category specifying function for allowing a user to specify a category which the user desires to obtain by use of said content obtaining function; and

a writing function for writing information regarding the category specified by said category specifying function into a cookie as user information.

11. (Currently amended) An information delivery program for executing a predetermined function on an HTML formatted content obtained via a network according to HTML formatted content and displayed on a computer, said program causing a computer to operate:

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a supervising means for supervising an operation by a viewer for said HTML formatted content displayed by said browser, in a state that the HTML formatted content is displayed by the browser included in the computer; and

a displaying means for displaying an obtained delivery content in place of the HTML formatted content in the case where the operation by the viewer for said HTML formatted content displayed by said browser is not executed under a predetermined condition, and redisplaying the HTML formatted content in the case where the operation is executed.

12. (Original) The information delivery program according to claim 11, wherein the delivery content is any content specified in a server side providing the HTML formatted content, and content which the browser obtained by accessing an information delivery server connected to the network.

13. (Original) The information delivery program according to claim 11, wherein the supervising function is provided with a timer function operating by counting up after the HTML formatted content is displayed by the browser, or by counting up after a predetermined entering operation is executed by a viewer, and the operation by the viewer is supervised by use of the timer function.

14. (Currently amended) A server which is connected to a network and provides a computer apparatus connected to the network with a predetermined program, said server comprising:

an accepting means of a program receiving request for accepting a program receiving request executed based on tag information contained in an HTML content which is obtained by the computer apparatus via the network; and

a program providing means for providing an information receiving program based on the program receiving request accepted by use of said accepting means of the program receiving request, the information receiving program being for accessing a predetermined server via said network from the computer apparatus to pull a screen saver page, which is to be displayed on the computer apparatus in the case where, after said HTML content is displayed on said computer apparatus, no

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operation is executed for the HTML content displayed on said computer apparatus for a predetermined period of time, and displaying said HTML content again when the entering operation is executed.

15. (Currently amended) An information delivery server, which is connected to a network and provides a computer apparatus connected to the network with contents, the information delivery server comprising:

an access accepting means for accepting access from the computer apparatus based on an action of an information receiving program delivered according to an HTML content displayed on the computer apparatus; and

a delivery information providing means for providing the computer apparatus with information delivery content in response to being accessed by the computer apparatus and based on the information receiving program, the information delivery content being automatically displayed when it is judged that a predetermined entering operation is not executed for said HTML content displayed on said computer apparatus by said information receiving program, and automatically displaying said HTML content again when it is judged that the predetermined entering operation is executed.

16. (Original) The information delivery server according to claim 15, further comprising a judgment means for judging whether or not the computer apparatus belongs to a predetermined group,

wherein said delivery information providing means provides the computer apparatus with the information delivery content being within a range predetermined for each predetermined group.

17. (Original) The information delivery server according to claim 15, wherein said delivery information providing a means to refer cookie information at the time of the access from the computer apparatus, selects the delivery content based on the referred cookie information, and provides the computer apparatus with the delivery content.

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18. (Original) The information delivery server according to claim 15, wherein the information of a delivery content provided by said delivery information providing means is any one of a URL of the destination to which the delivery content is delivered and the delivery content itself, in which access to the other site is not required.

19. (Currently amended) An advertising information delivery method for delivering advertising information to a viewer computer terminal via a network, said advertising information delivery method comprising the steps of:

embedding an information receiving program in the HTML content obtained by the viewer computer terminal;

supervising an entering operation for said HTML content obtained by said viewer computer terminal by use of the information receiving program after the HTML content is displayed on the viewer computer terminal; and

delivering the advertising information to the viewer computer terminal from a predetermined server via the network by access from the viewer computer terminal when it is judged that a predetermined entering operation is not executed for said HTML content obtained by said viewer computer terminal for a predetermined period of time by said information receiving program, wherein the information receiving program causes said HTML content to be displayed again when it is judged that the predetermined entering operation is executed.

20. (Previously presented) The advertising information delivery method according to claim 19, wherein it is determined whether a predetermined operation is executed or not for the viewer computer terminal, and when the predetermined operation is executed, the advertising information is delivered without awaiting a passage of the predetermined period of time.

21-22. (Canceled)